



RADIO flier

REPRESENTATIVE AND DISTRIBUTOR INFORMATION ON-LINE

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SALES MOTIVATOR!

Prospecting! *Do you feel your territory getting smaller? I don't necessarily mean smaller geographically, as much as I mean smaller due to consolidation of accounts. This could also involve the inability to service existing accounts due to GPO contracts, hospital acquisition etc. **So much** - enough to make you scream!*

Whether you like it or not, you need to "prospect" for new accounts on a regular basis. Preferably, that means quarterly. At the very least, you should be doing it annually.

Putting first things first, I recommend you approach your manager to ask his/her help. When you speak with your manager, ask for their suggestions for prospecting. They are experienced at this and may know the geographical territory you maintain today. They will appreciate your attentiveness to your territory and should assist you in any way they can. You should additionally provide a list of prospects in your territory who you feel cannot be converted by you. This is not a sign of defeat. Quite frankly, there are some people who just will not buy from you because of other business relationships, or even due to personality differences. When you offer this list, ask your manager for a list of prospects from other territories that fellow sales personnel had little or no success. Just a swap of sales representatives could do the trick and get some "elusive prospects" into the buying column for your company. It could simply be a different face, a different personality, or maybe a fresh "spark"....that may be all it takes to convert some customers over to your company.

That's one way, but there are many others. There are customer lists you can buy (which can be very expensive). Others include the Academy of Medicine roster and your wonderful phone book. In the phone book you will find emergency clinics, industrial clinics, philanthropic nursing homes, physical therapy facilities, veterinary clinics, etc. Do yourself a favor and look through the yellow pages index. You might be pleasantly surprised by finding "areas" you have never seen before. In addition to the yellow pages, today's sales representative has the Internet! You can also find so much more including the yellow pages from across the continent!

2009 has been a challenging year for many distribution sales representatives. If you haven't taken the time to sharpen your prospecting skills by now, you had better do it by today. Don't waste another minute, ask your manager for direction right now to make a big year end finish!

Happy Selling! Ron

Quote of the Issue
"The future does not get better by hope; it gets better by plan. And to plan for the future we need goals."
Jim Rohn.

Manager's Thoughts
"The quality of a leader is reflected in the standards they set for themselves."
Ray Kroc, Founder
McDonalds

OMNI NOTES
Have you seen our Product Information Supplement for our #202 Lite Touch Glove yet? If not, contact Omni at 888-999-6664 or e-mail ; rfleitz@omnigloves.com and one will be e-mailed to you.

OmniTrust is a name you and your customers have come to know and trust. Call us for samples and literature.

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